

# KOCHANSKI'S CONCERTINA BEER HALL

Brand & Digital Marketing Proposal

PRESENTED BY



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## *A Building That Holds Over a Century of Stories*

1920 S. 37TH ST, BURNHAM PARK  
SOUTHSIDE MILWAUKEE, WI 53215

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*Every great venue is more than its stage. It's the layers of lives, laughter, and labor that came before. This building has carried them all.*



### **Early 1900s — Rooming House & Union Hub**

The building began as a rooming house for agricultural workers tending the celery fields of Burnham Park and served as a gathering place for the local unions that gave the neighborhood its backbone.

### **Mid-Century — The Parakeet Tap & Beyond**

Over the decades, the address housed multiple venues, including the Parakeet Tap Tavern, each adding another layer to the building's deep, working-class character.

### **1982 — Art Altenburg's Concertina Bar**

Art Altenburg opened his Concertina Bar — a haven for cold beer, good friends, and the joyful chaos of polka dancing. The room's soul was set.

### **2007 — Andy Kochanski Takes the Reins**

Andy Kochanski purchased the bar, honoring its Polish roots and 1900s character while opening the stage to new sounds. In 2018, Andy and Angie began operating the bar together.

### **Today — Milwaukee's Beloved Music Venue**

Now one of Milwaukee's most beloved stages, hosting international, national, and local acts. Over a century of history lives in every wall, every note, every night.

# Entertainment & Live Music



## Tuesday Jazz Sessions

★ FEATURED

Live jazz every Tuesday in an intimate setting featuring talented local musicians. Building a loyal following of jazz lovers and newcomers alike — the perfect midweek escape.



## Wednesday Polka Jams

Open jam sessions — all skill levels welcome. \$1 off Polish beers & \$2 Jeżynówka shots.



## Weekend Live Acts

International, national & local performers. Polka, Rockabilly, Blues, Surf, Country & more.



## Band Booking

Open stage for original music of all genres. Past acts include Blame It On Cain, H27 & more.

"Polka is our tradition, but we welcome original music of all sorts."

JAZZ

POLKA

ROCKABILLY

BLUES

SURF

COUNTRY

& MORE

# Beer Offerings & Outdoor Beer Garden

Two signature assets defining Kochanski's identity

## Polish Beer Program

Milwaukee's best-curated Polish beer list — a true neighborhood differentiator.

- **Żywiec** Premium Lager
- **Okocim** Polish Pils
- **Tyskie** Pale Lager
- **Lech** Premium Pilsner

**Classic Domestics** — honors Milwaukee's brewing roots and tradition  
HERITAGE CONNECTION

## Rotating Microbrew Cooler

FEATURED



Behind the bar, a curated cooler showcases an ever-changing lineup of craft microbrews

## The Beer Garden

The bar's greatest competitive advantage — a vibrant outdoor space.



### Outdoor Fire Pit

Year-round warmth



### Live Music Stage

Patio performances



### Dog-Friendly

Bring your pup



### Yard Games

Social atmosphere

## Indoor Fun



### Bonzini Foosball Table Inside

Premium French-made — a unique draw

## Observation

Showcase the new awning for outdoor band performances.

"The beer garden is an unmatched outdoor experience in the neighborhood. With the right upgrades, this space alone could **double warm-weather revenue.**"



# First Impressions Matter

ELEVATING THE EXTERIOR SIGNAGE

## WHAT'S ALREADY WORKING

The vintage Pabst Blue Ribbon sign with "Concertina Bar" lettering has real character — a neighborhood beer hall with history and personality.

That authenticity just needs a little upkeep to keep doing its job.

## WHY A PAINT REFRESH MATTERS

- Instant visual confirmation — for first-time visitors and rideshare drop-offs
- A Bold, legible sign — turns drive-by curiosity into foot traffic
- Most cost-effective curb appeal upgrade — works 24/7, no marketing budget needed
- Kochanski's blends in — with the same presence as every other venue on the block

## THE BOTTOM LINE

The energy inside Kochanski's speaks for itself. **A fresh coat on the sign makes the first impression as strong as the experience.**

See the cover slide for a preview of the revitalized sign.

# Where Things Stand Today



## Website Issues

- **Event calendar is broken and non-functional** — Tuesday Jazz, live music invisible to non-Facebook users
- **Basic Wix template with outdated content** — limited customization options
- **No mobile optimization** — poor experience on phones & tablets
- **No online merch store or ticketing** — orders handled via email only



## Google Business Gaps

- **Hours listed may be incorrect** — visitors can't confirm if venue is open
- **Missing photos & visual content** — profile doesn't showcase the venue
- **No event integration or posts** — programming doesn't surface in search
- **No review strategy in place** — low SEO & organic search visibility



## Community Awareness Gap

- **Great programming is happening** — Tuesday Jazz, live music, beer garden
- **No reliable way for people to discover events** — broken calendar, limited social reach
- **No email newsletter or automated marketing** — missing direct-to-fan channel
- **Social posting is inconsistent** — potential patrons are left in the dark

The foundation is strong — the digital presence needs to match.

# Why This Matters Now

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## Bands Can't Find You

Bands book venues online — they search, browse, and compare. Without a clear booking process, submission form, stage specs, and available dates, acts move on. Every band that can't figure out how to book is an empty weekend night.

A modern booking portal makes the venue discoverable, professional, and easy to say yes to.

Open your booking calendar online, where they book and you accept.



## Your Hours Say You're Closed

When someone Googles Kochanski's, the hours may say "Closed" — even when you're open.

Out-of-town visitors and curious locals see that and drive somewhere else. Even on days Google says you *are* open, there's no way to confirm in real time.

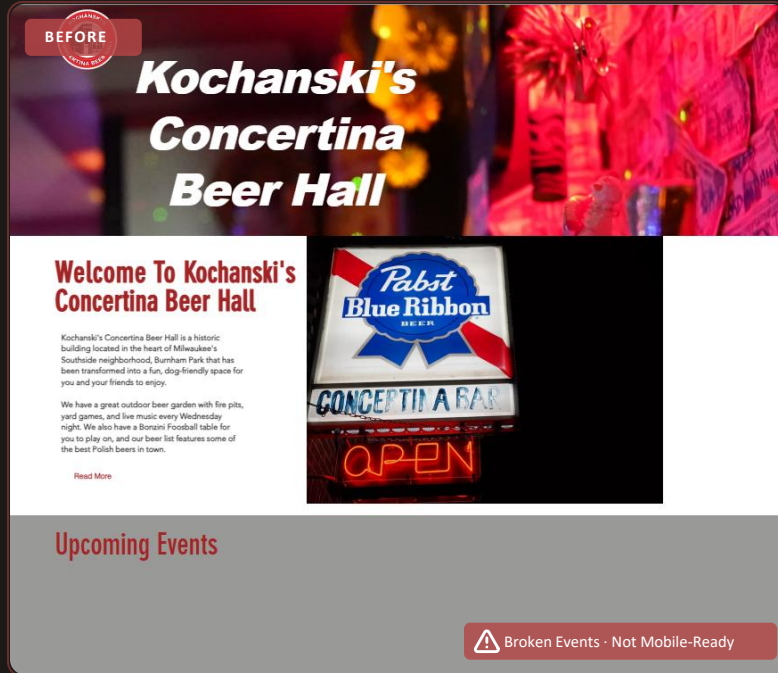
The calendar is broken, and not everyone checks Facebook. Those aren't just lost cover charges — they're lost tabs, merch sales, future regulars, and referrals. One bad Google result costs hundreds per night.



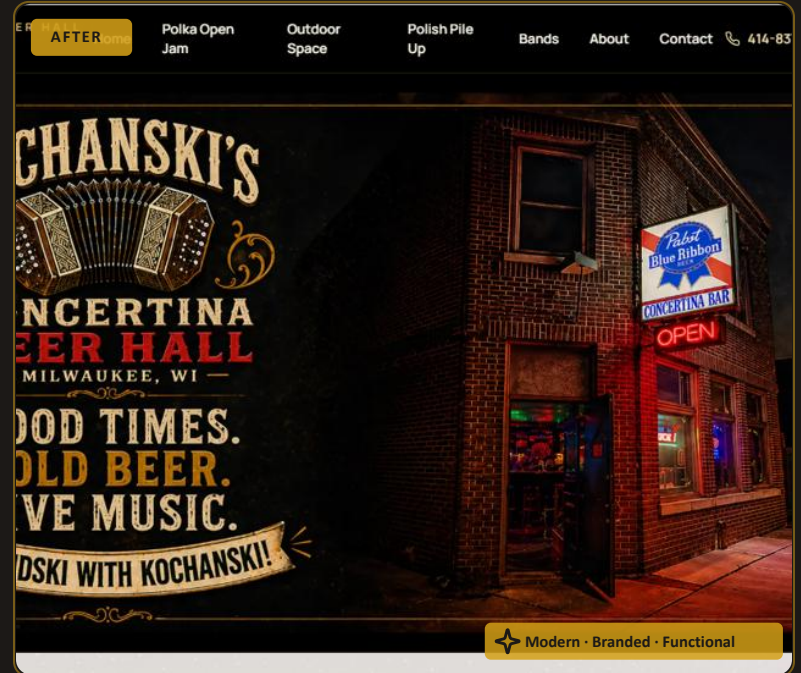
***Every wrong Google result is real revenue walking out the door — not just tonight, but every night that visitor would have come back, and every friend they would have told.***

# THE DIGITAL TRANSFORMATION

✗ CURRENT WEBSITE



✓ PROPOSED REFRESH



KEY UPGRADES

Working Event Calendar

Mobile-First Design

Book Your Band Portal

Online Merch Store

Real-Time Hours Confirmation

Google Business Integration

# Proposed Brand Identity

Proposed by Cassian Creative Co.

**Logo Files:** Color, Black & White  
Print, Digital, Merch & Embroidery Ready

AI

EPS

PDF

PNG

JPG

SVG

GOOD TIMES. COLD BEER. LIVE MUSIC.

I STANDSKI WITH KOCHANSKI!

## KOCHANSKI'S CONCERTINA BEER HALL LOGO FILES

### PRIMARY LOGO (FULL COLOR)



### LOGO VARIATIONS



BLACK ONLY  
BLACK ONLY



ICON ONLY  
(CONCERTINA)



### FILE TYPES INCLUDED



ALL FILES PROVIDED IN COLOR, BLACK, AND WHITE VERSIONS.  
PERFECT FOR PRINT, DIGITAL, MERCH, AND EMBROIDERY.

## MERCHANDISE



CLASSIC TEE



RINGER TEE



VINTAGE TEE



HOODIE



TRUCKER HAT



FLAT BILL HAT



PINT GLASS



CAN KOOZIE



STICKER

GOOD TIMES. COLD BEER. LIVE MUSIC.  *I Standski with Kochanski!*

# Merch & Revenue Strategy

🛡️ ZERO UPFRONT RISK

## 🛒 ONLINE STORE — PRINT ON DEMAND

Launch an online merch store powered by **Printify** — zero upfront inventory cost, zero risk. Designs are printed and shipped on demand when customers order.

- Full catalog of branded apparel available 24/7 Tees, hoodies, hats, beanies, koozies, stickers
- Printify handles printing, packing & shipping globally
- Integrates directly with the new website
- No inventory risk — you only pay when a customer buys
- Expand designs seasonally or for special events at zero cost

**Proven model:** Midlife Stockman (~1M YouTube subs) uses this exact Printify setup to sell hats, tees & mugs. His tagline: *"Every purchase supports the channel."* Kochanski's can do the same — every purchase supports the beer hall.

## 🍷 IN-BAR EXCLUSIVES — DRIVE FOOT TRAFFIC

- **Polish Pileup Stock** Showcase remaining shirts on a rack in the bar. Physically owned inventory — once they're gone, they're gone. Creates urgency & collector appeal.
- **1 New Logo Tee** One new logo design in two colors, available only in-bar. Simple, exclusive, desirable.
- **Beanie Hats** Branded Kochanski's beanie — perfect for Wisconsin winters and beer garden nights.
- **Etched Pint Glasses** Premium branded glassware sold at the bar. Ties into the Pint Glass Promo below.

*In-bar exclusives can't be bought online — drives repeat visits*



## 🍷 PINT GLASS PROMO

**Buy a Kochanski's etched pint glass and get money off every tap beer for the rest of the night.**

It's a souvenir that pays for itself — and every time that glass sits in someone's cabinet at home, it's free advertising. Customers bring friends back to get their own.

↗️ Drives tap beer sales

👥 Word-of-mouth referrals

💡 Passive brand advertising

🔄 Repeat visits guaranteed

# What We're Proposing

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## Website Redesign **1**

Modern, mobile-first website with event calendar, updated hours, and online booking.

## Brand & Logo Package **2**

Complete logo suite with print, digital, and merch-ready files for consistent identity.

## Digital Marketing **3**

Google Business optimization, social media, and targeted event promotion campaigns.

## Signage & Curb Appeal **4**

Paint refresh on the iconic Pabst/Concertina Bar sign for restored street visibility.

## Merchandise Line **5**

Branded tees, hats, koozies, and stickers to extend brand reach beyond the bar.

## Ongoing Support **6**

Continued partnership for content creation, updates, and long-term growth strategy.

FOR DISCUSSION

# Open Question

What does the future of Kochanski's look like — and how do we build the programming to get there?



## Weekly Calendar

What does the ideal week look like? Which nights anchor the schedule?



## Biggest Draws

Which events pack the house? What keeps people coming back?



## Untapped Ideas

Trivia, polka nights, private events, seasonal festivals — what's worth trying?



## 3-5 Year Vision

Where should Kochanski's be in 2029? What legacy are we building?



*This is your stage, Andy — let's talk about where we go from here.*

# Let's Grow The Concertina Together

## KOCHANSKI'S CONCERTINA BEER HALL



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*"I didn't buy it to change it. I bought it to save it."*

— Andy Kochanski

*"It's not just about saving it — it's about growing & preserving it for the next generation."*

— Jaron Tauschmann, Cassian Creative Co.